



CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Sub-committee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons Fran Fulton or Eleanor B. Jones at 310-618-5880. Agendas are posted on the City of Torrance website www.TorranceCA.Gov.

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting [28CFR 35.102-104 ADA Title II].

HOURS OF OPERATION

**Monday through Friday from
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate
Fridays.**

CITY OF TORRANCE CENTENNIAL COMMITTEES

FULL COMMITTEE

SUBCOMMITTEES: • Events • Finance • Fundraising
• Marketing • Media/PR/Outreach

TORRANCE AREA CHAMBER OF COMMERCE

**3400 TORRANCE BOULEVARD
TORRANCE, CALIFORNIA 90503**

**Monday, January 23, 2012
7:00 p.m.**

AGENDA

1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE

4. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)

Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.

5. INTRODUCTIONS

6. CHAIR'S REMARKS

7. FULL COMMITTEE WORK

A. Discussion

1. Centennial Plaza update – Don Lee, Art Alaniz
2. Homework review
3. Upcoming events
4. Merchandise sales
5. Brick sale update
6. Time Capsule update

B. Approval

1. Minutes 12/12/11

8. ORALS

- A. Comments from committee members
- B. Announcements / updates

9. SUB-COMMITTEE WORK

A. Events

1. Approval
 - a. Minutes
 - b. Approve event applications

- 2. Discussion
 - a. Postcard sales and inventory
 - b. Details for upcoming events
 - c. Attendance at upcoming events
 - B. Finance
 - 1. Budget review
 - 2. Merchandise
 - C. Fundraising
 - 1. Discussion
 - a. Sponsorship
 - i. Plans for 2012
 - ii. Who, what, when, how?
 - a. Centennial bricks
 - i. Status
 - ii. Next booth / events
 - iii. Sales ideas
 - b. Other fundraising ideas
 - D. Marketing
 - 1. Logistics for online game
 - 2. Action items from Executive Committee
 - 3. New business
 - E. Media / PR / Outreach
 - 1. Discussion
 - a. Website
 - b. Brochure
 - c. Photo contest (Herbers)
 - d. Daily Breeze
- 10. ADJOURNMENT**
- A. Next meetings:
 - Monday, February 27, 2012, Executive Committee at 5:00 p.m.
 - Monday, February 27, 2012, Full & Sub-Committees at 7:00 p.m.